

## Entrepreneurship

<b>Grade Level</b>	Twelfth
<b>Minimum Time Required</b>	180 Minutes
<b>Materials/Resources</b>	Entrepreneurship Quiz Computer Lab-Publisher software program
<b>Subject Area(s)</b>	Guidance-Business

### Project Description:

1. Have students complete the entrepreneurship quiz.
2. Ask students to share their results.
3. Have them also share information about entrepreneurs they know and the characteristics that make them successful.
4. Divide the students into groups of 3. Ask them to come up with a business the community needs and create a flyer or brochure describing that business.
5. Distribute copies of the rubric to serve as the framework for the project.

<b>Career Development Standard</b>	Skills to locate, evaluate, and interpret career information.
<b>Career Development Indicator</b>	Describe the advantages and disadvantages of self-employment as a career option.
<b>Delivery Level</b>	Introductory
<b>Academic Standards</b>	
<b>Language Arts</b>	1.4.c compile and synthesize information to make reasonable and informed decisions. 2.1.a apply complex conventions of language in written work. 2.2.c analyze and use the writing format required for a specific type of publication. 2.4.b write to analyze, synthesize, interpret, and use new information. 3.1.b apply effective listening techniques for creative problem-solving and collaborative decision-making. 4.1.b deliver oral information in a logical, organized, and coherent manner.
<b>Employability/SCANS Skills</b>	Thinking Skills Interpersonal Skills Technology Information Basic Skills
<b>Assessment/Rubric</b>	Students will be evaluated on their business plan.

## **Best Business Venture Evaluation Form**

Business Name: \_\_\_\_\_

Partner's Name: \_\_\_\_\_

**WHAT BUSINESS AM I IN?**

**YOUR TARGET MARKET (presentation)**

**PRICING (on store start up inventory cost)**

**CUSTOMER SERVICE POLICIES**

**PERSONNEL**

Business Plan Responses and  
Help Wanted Ad  
(How many employees you will hire to start) Employee Manual

**STORE FRONT AND STORE LAYOUT**

Business Plan Responses and  
Store Front (Cost)  
Store Layout (Cost)  
Letter Head/Envelope (Cost)  
Logo and Slogan (Cost)  
Business Cards (Cost)

**ADVERTISING**

Newspaper Ad (Cost)  
Radio Ad (Cost)  
TV Ad (Cost)  
Billboard (Cost)  
Special Advertising (Cost)

**Use of technology**

**Creativity**

**realistic in nature**

**professionalism**

**other extra work**

**TOTAL POINTS**

Out of 20 points/\_\_\_\_\_  
Out of 20 points/\_\_\_\_\_  
Out of 50 points/\_\_\_\_\_  
Out of 50 points/\_\_\_\_\_

Out of 40 points/\_\_\_\_\_

Out of 80 points/\_\_\_\_\_

Out of 30 points/\_\_\_\_\_  
Out of 70 points/\_\_\_\_\_  
Out of 30 points/\_\_\_\_\_  
Out of 30 points/\_\_\_\_\_  
Out of 30 points/\_\_\_\_\_

Out of 40 points/\_\_\_\_\_  
Out of 40 points/\_\_\_\_\_  
Out of 40 points/\_\_\_\_\_  
Out of 15 points/\_\_\_\_\_  
Out of 15 points/\_\_\_\_\_

Bonus Pts./(100)\_\_\_\_\_

Out of 700 points/ \_\_\_\_\_

## Would you be a good entrepreneur?

Most people who are successful entrepreneurs exhibit certain basic traits. Answer the questions below to see if you've got what it takes to be your own boss. Mark each one "yes," "no," or "sometimes." Then total your score.

1. I like to work on my own.  
a. Yes \_\_\_\_\_ b. No \_\_\_\_\_ c. Sometimes \_\_\_\_\_
2. I consider myself a creative person.  
a. Yes \_\_\_\_\_ b. No \_\_\_\_\_ c. Sometimes \_\_\_\_\_
3. I like to take care of details.  
a. Yes \_\_\_\_\_ b. No \_\_\_\_\_ c. Sometimes \_\_\_\_\_
4. I'm a good organizer.  
a. Yes \_\_\_\_\_ b. No \_\_\_\_\_ c. Sometimes \_\_\_\_\_
5. I can take risks when they're appropriate.  
a. Yes \_\_\_\_\_ b. No \_\_\_\_\_ c. Sometimes \_\_\_\_\_
6. When it's time to make a decision, I can usually  
do it without much hesitation.  
a. Yes \_\_\_\_\_ b. No \_\_\_\_\_ c. Sometimes \_\_\_\_\_
7. I would give up part of my social life to take care  
of business matters.  
a. Yes \_\_\_\_\_ b. No \_\_\_\_\_ c. Sometimes \_\_\_\_\_
8. I'm mature compared to most other people my age.  
a. Yes \_\_\_\_\_ b. No \_\_\_\_\_ c. Sometimes \_\_\_\_\_
9. If I fail at something, I'm willing to try again.  
a. Yes \_\_\_\_\_ b. No \_\_\_\_\_ c. Sometimes \_\_\_\_\_
10. I enjoy trying new things.  
a. Yes \_\_\_\_\_ b. No \_\_\_\_\_ c. Sometimes \_\_\_\_\_

**SCORING:** Give yourself 5 points for each "Yes" and 3 points for each "Sometimes." "No" answers get 0 points. Add up the total.

### YOUR SCORE:

45-50 You've got a lot of entrepreneurial qualities.

25-34 You show potential.

Below 25 Being your own boss might not be right for you. Explore other traditional career options, too.